

*We Repeat*...THERE'S "KNOW"-BUSINESS IN SHOW BUSINESS!

**DUMONT**  
**TELEVISION**  
**RADIO**  
**STAGE**



TED MACK

# The Original AMATEUR HOUR

An American Institution

—ON RADIO FOR OLD GOLD—

WED. - 8 to 9 p. m.

over WJZ

AND 173 STATIONS OF THE AMERICAN BROADCASTING CO.

—ON TELEVISION FOR OLD GOLD—

SUN. - 7 to 8 p. m.

over WABD and

THE DUMONT TELEVISION NETWORK

THE FIRST COAST-TO-COAST TELEVISION HOOK-UP

Produced by the MAJOR BOWES STAFF

REEMACK ENTERPRISES, INC.  
SUITE 902-RKO BLDG.—RADIO CITY  
NEW YORK CITY

\*TRADE MARK

**VARIETY** Wednesday, December 1, 1948

**Nielsen's Latest Top 20**

Rank	Program	Weeks	Change
1	See Radio "Today"	20	+1.0
2	See Radio "Today"	19	+1.0
3	See Radio "Today"	18	+1.0
4	See Radio "Today"	17	+1.0
5	See Radio "Today"	16	+1.0
6	See Radio "Today"	15	+1.0
7	See Radio "Today"	14	+1.0
8	See Radio "Today"	13	+1.0
9	See Radio "Today"	12	+1.0
10	See Radio "Today"	11	+1.0
11	See Radio "Today"	10	+1.0
12	See Radio "Today"	9	+1.0
13	See Radio "Today"	8	+1.0
14	See Radio "Today"	7	+1.0
15	See Radio "Today"	6	+1.0
16	See Radio "Today"	5	+1.0
17	See Radio "Today"	4	+1.0
18	See Radio "Today"	3	+1.0
19	See Radio "Today"	2	+1.0
20	See Radio "Today"	1	+1.0

Original Amateur Hour... 17.8 +3.1

**VARIETY** Wednesday, December 2, 1948

**Pulse's Top 10 TV Ratings**

Friday took the top two spots in the Pulse survey for the week ending December 1, 1948. The Pulse survey is the most authoritative in the industry, based on the opinions of 10,000 television viewers. The Pulse survey is the most authoritative in the industry, based on the opinions of 10,000 television viewers. The Pulse survey is the most authoritative in the industry, based on the opinions of 10,000 television viewers.

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10	See Radio "Today"	11	+1.0

Original Amateur Hour... 22.7

**WEST UNION**

REMARKS: TELEPHONES, 1948.

RADIO CITY, NEW YORK.

THE ORIGINAL AMATEUR HOUR WINNERS OFFERED IN THE DISCOUNT THEATRE SHOWS, INC. IS THE BIGGEST BUSINESS WE HAVE DONE IN 6 MONTHS - AUDIENCE RESPONSE THUNDEROUS.

RECEPTION OF OUR BIGGEST CHAIR AIRING SHOWS STARTED IN 1948 - YOU'VE GOT SOMETHING!

I. S. RAFFAPOUR